

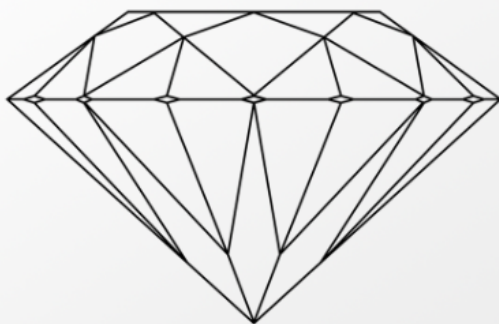
— *The 5 keys to* —

## WOMEN'S THOUGHT LEADERSHIP

Get *clear* on your message. Set yourself *free* to share it. Be *known* for your ideas.

# GETTING CLEAR ON WHAT YOU STAND FOR

*By Discovering Your Diamond Insight*



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*Direction: Take a few moments to contemplate the following questions, before typing your thoughts in the provided areas. Then, work through the rest of the book until you've discovered your diamond insight.*

## STEP ONE

What struggle, challenge, concern, stress or suffering do you seek to address and create transformation around in the world? Who is experiencing it? What do they experience or go through? Understand and get into the minds of those actually experiencing this concern, stress or suffering.

*If this is not immediately clear, or if you have multiple concerns or challenges you desire to help transform, take a moment to contemplate the following: If you had only 5 years to live, yet you had unlimited power, focus and energy for the duration of those five years to make a positive difference in one area of suffering or confusion in the world, what would that area be?*

NOTE THIS: BEING A THOUGHT LEADER MEANS TAKING A STAND FOR AN IDEA IN THE WORLD THAT YOU DEEPLY BELIEVE IN AND RECOGNIZE AS TRANSFORMATIVE, AND SHARING THEM WITH OTHERS CONSISTENTLY OVER A PERIOD OF TIME.

## STEP TWO

Imagine you are sitting in a room filled with people who are experiencing the struggle, confusion, or suffering that you feel called to help transform. Or imagine that you have a big audience of people in front of you who also care about this particular area of suffering or concern in the world.

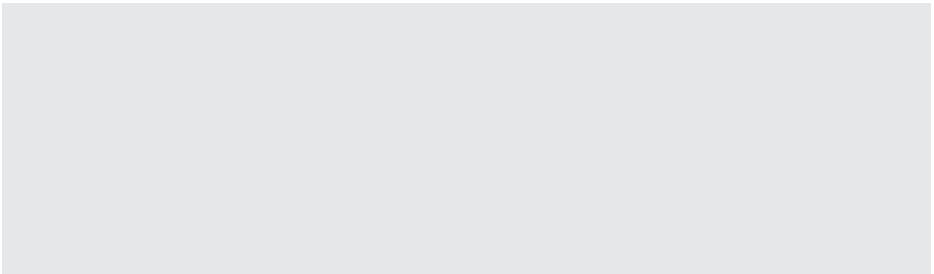
If you could share an idea, a piece of wisdom or a shift in perspective that would change the way they think about this situation, or the situation itself for the better, what would that insight be?

NOTE THIS: USE THIS TECHNIQUE TO HELP YOU MAKE YOUR MESSAGE MORE SUCCINCT: IMAGINE SAYING, “IF I COULD OFFER YOU [AND/OR THE WORLD] JUST ONE SHIFT IN PERSPECTIVE THAT WOULD CHANGE HOW YOU THINK ABOUT THIS SITUATION, OR THE SITUATION ITSELF, IT WOULD BE THIS.”

Then write down that ONE thing.

If you’ve got a string of them popping into your mind, awesome. Just write them down one at a time, in individual, stand alone, complete sentences.

Okay, go!



## STEP THREE

Now, look at that list of brilliant ideas and insights. We're going to make the "tough" choice, as it often seems. This is a process of refinement, so if it feels hard, that's ok. Refining ideas can sometimes be a bit hard because we are choosing one thing over another, and we worry that we're "throwing away" something that is valuable. Don't stress out. You can always share these other ideas! I call them your "supporting ideas".

But for now – I want you to let your body and your heart be your guide. Go through your list and say them all aloud. Take your time and really say them like you mean it – don't just read them off.

Choose the ONE IDEA that when you say it out loud, you feel it in your body. Perhaps your breath deepens. Perhaps your heart swells. Perhaps it brings tears to your eyes. Perhaps you feel a surge of power and precision. Perhaps you just "know," in that wordless and silent way when we deeply know that something is true for us.

Write that one idea, shift in perspective or piece of wisdom here:



This is your Diamond Insight.

GETTING CLEAR ON  
*What You Stand For*

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Your job is to bring this idea out to the world. To be its mama, to be a stand for it and to share it generously with others.

It may be that fear, self doubt, resistance or confusion arise. Continue to watch the rest of the videos in The 5 Keys to Women's Thought Leadership so that you get the support you need to clear away the fog and resistance, and then are able to freely give what you are here to say to the world..

To you and your voice,

A handwritten signature in black ink that reads "KC Baker". The letters are fluid and cursive, with a large, stylized "K" and "B".

KC Baker



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